

ORIGINAL

Before The
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

Mailing Online Service

Docket No. MC98-1

RESPONSE OF THE UNITED STATES POSTAL SERVICE
WITNESS GARVEY TO INTERROGATORIES OF
MAIL ADVERTISING SERVICE ASSOCIATION
(MASA/USPS-T3-2,3 REDIRECTED FROM WITNESS STIREWALT)

The United States Postal Service hereby provides the response of witness Garvey to the following interrogatories of Mail Advertising Service Association: MASA/USPS-T3-2,3, filed on August 6, 1998, and redirected from witness Stirewalt.

Each interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

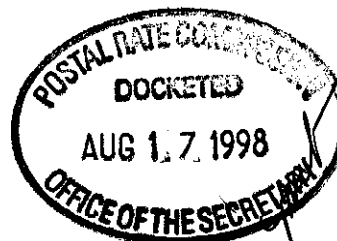
UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.
Chief Counsel, Ratemaking


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(202) 268-3083; Fax: -5402
Washington, D.C. 20260-1137
August 17, 1998



**RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS GARVEY
TO INTERROGATORIES OF THE MAIL ADVERTISING SERVICE
ASSOCIATION INTERNATIONAL, REDIRECTED FROM WITNESS
STIREWALT**

MASA/USPS-T3-2. Describe in detail the marketing efforts the Postal Service plans to employ with respect to MOL. If the marketing effort is expected to change in nature or extent over the initial five year period of the service, explain the expected changes.

RESPONSE:

The full nature or extent of marketing efforts to be employed with respect to MOL is unknown at this time. During the market test the Postal Service will be testing specific approaches and techniques. Results of these tests will guide marketing planning efforts for the experiment. Our response to OCA/USPS-T1-29 indicates that the PostOffice Online (POL) is an access channel to existing postal services. POL marketing efforts will reflect that in that they will combine and leverage existing and planned marketing messages specific to services being offered through POL; for example "Admail" (advertising mail), the object of substantial tactical marketing focus, represents a potential use of the capabilities of Mailing Online. Since POL, including Mailing Online (MOL), ventures into the new and uncharted environment of marketing for and through the internet, I would expect that our marketing efforts would remain very dynamic during the next few years. The nature and extent of the changes will reflect the success of the medium as well as our learning over time, and of course, the overall success of POL and MOL.

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MASA/USPS-T3-3. Describe in detail the nature and extent of customer services expected by the Postal Service with respect to assisting MOL users in the procedures and technical details necessary to use MOL.

RESPONSE:

MOL will have a comprehensive online help capability as well as a printed users' guide (downloadable) to assist customers in learning and using the service.

Simplicity, ease of use and information access have also been top priorities in designing the user aspects of the system overall. Users will have 24-hour online Web access to job status reports and account information. To assist customers with specific questions or problems, a help desk function provides support for all PostOffice Online customers and services. The help desk responds to a toll-free number and is able to help immediately with most aspects of MOL procedures and usage. The help desk does not provide in depth assistance with users' desktop applications, since users are referred to software manufacturers for application-specific assistance.

DECLARATION

I, Lee Garvey, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

A handwritten signature in cursive script, appearing to read "Lee Garvey", is written over a horizontal line.

Dated: 8/17/98

CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

K N Hollis
Kenneth N. Hollies

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